

STRICTLY CONFIDENTIAL



Liepin

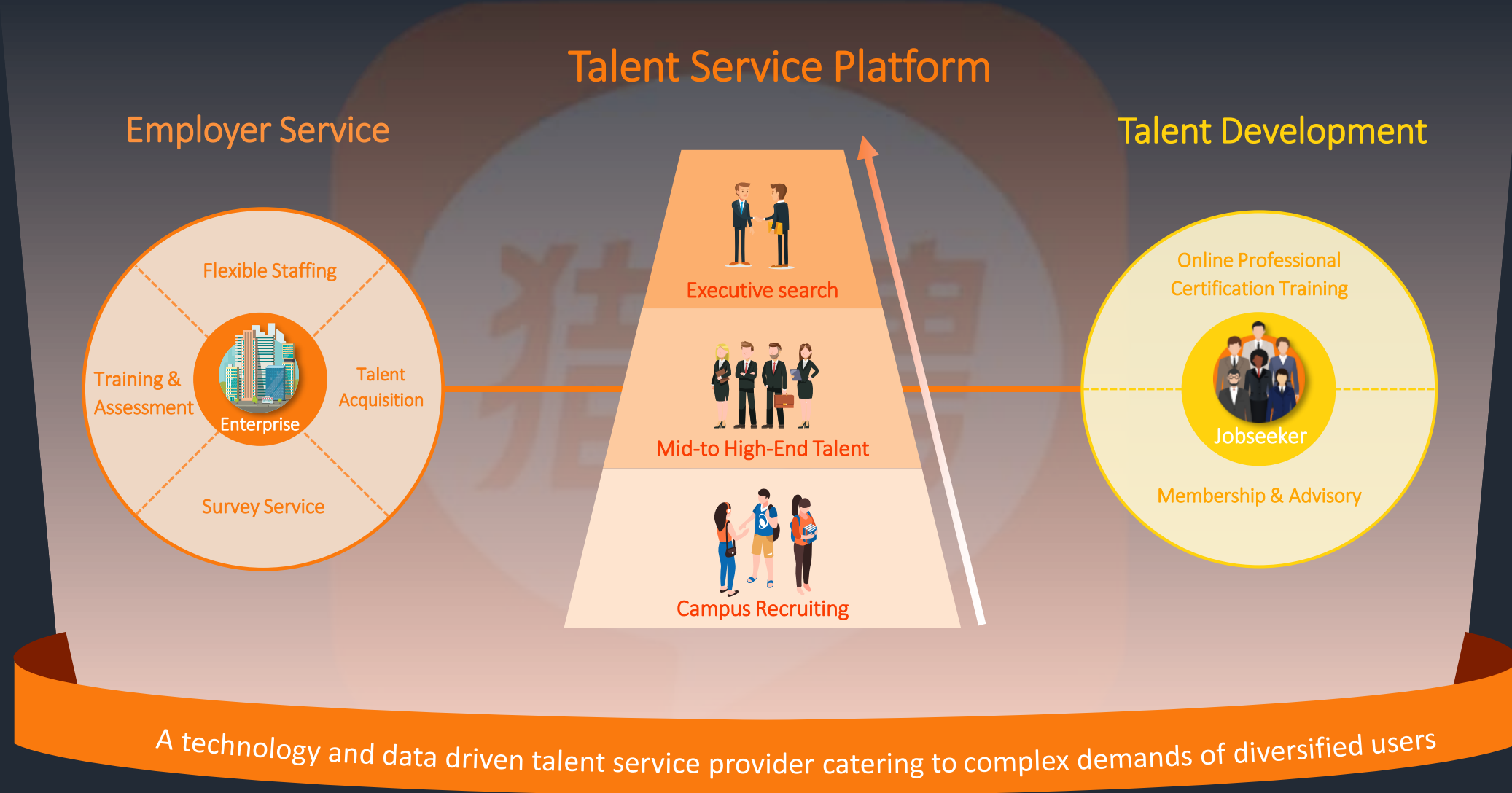
1Q 2021

Earnings Release Presentation

May 21, 2021

This presentation contains forward-looking statements relating to the industry and business outlook, forecast business plans and growth strategies of the Company. These forward-looking statements are based on information currently available to the Company and are stated herein on the basis of the outlook at the time of this presentation. They are based on certain expectations, assumptions and premises, some of which are subjective or beyond our control. These forward-looking statements may prove to be incorrect and may not be realized in future. Underlying the forward-looking statements is a large number of risks and uncertainties. Further information regarding these risks and uncertainties is included in the Company's other public disclosure documents on its corporate website.

Furthermore, this presentation also contains statements based on the Company's management accounts, which have not been audited or reviewed by the Auditor. Shareholders and potential investors should therefore not place undue reliance on such statements.



Business Users



811K **11.8%** (q-o-q)

Verified business users

5.3MM **54%** (y-o-y)

Number of job posting
as of 31 March 2021

Headhunters



175K **4.3%** (q-o-q)

Verified headhunters

227MM **38%**(y-o-y)

Contacts with registered individual
users by verified headhunters
as of 31 March 2021

Individual Users



66MM **4.1%** (q-o-q)

Registered individual users

15MM **9%**

Number of CV updates
during the past 18 months

Strengthening Financial Profile



(RMB '000)	1Q 2021	1Q 2020	% YoY growth	1Q 2019	2021 vs 2019 growth
Revenue	523,015	342,697	52.6%	310,429	68.5%
- Business Customers	444,917	319,391	39.3%	290,558	53.1%
- Individual Customers	77,714	18,978	309.5%	16,380	374.4%
- Rental Income	384	4,328		3,491	
Gross Profit	417,048	281,923	47.9%	249,043	67.5%
% margin	79.7%	82.3%		80.2%	
Research and Development Expenses	(69,607)	(56,807)	22.5%	(41,862)	66.3%
Sales and Marketing Expenses	(285,118)	(186,263)	53.1%	(185,233)	53.9%
General and Administrative Expenses	(72,067)	(63,834)	12.9%	(56,818)	26.8%
Non GAAP Profit from Operations ¹	37,008	26,037	42.1%	1,756	2007.5%
% margin	7.08%	7.60%		0.57%	

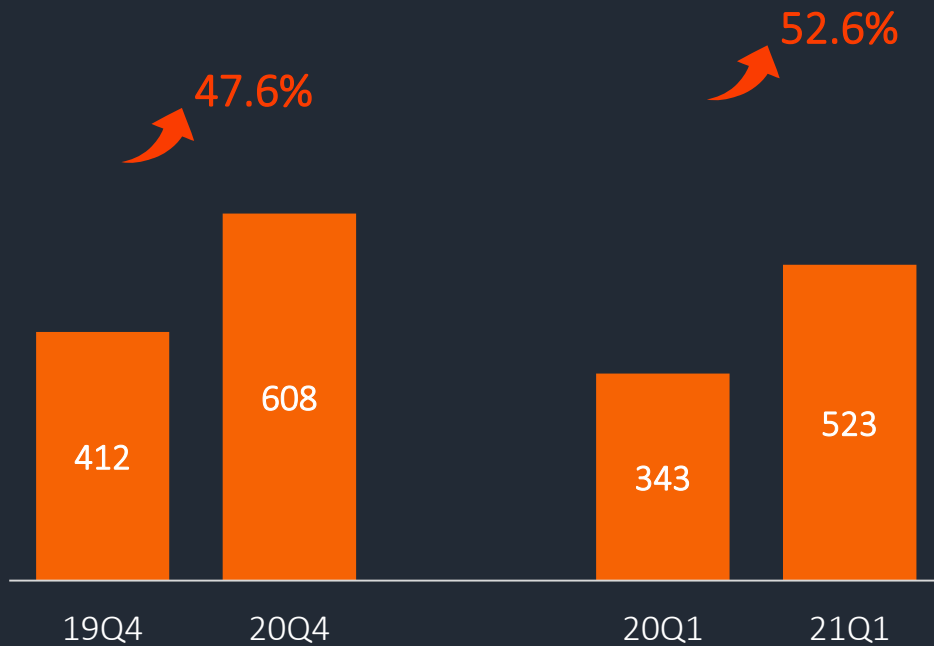
Note: 1 Non-GAAP results are calculated by deducting share-based compensation and amortization of intangible assets resulting due to acquisition from operating expenses.

Robust Top and Bottom Line Growth



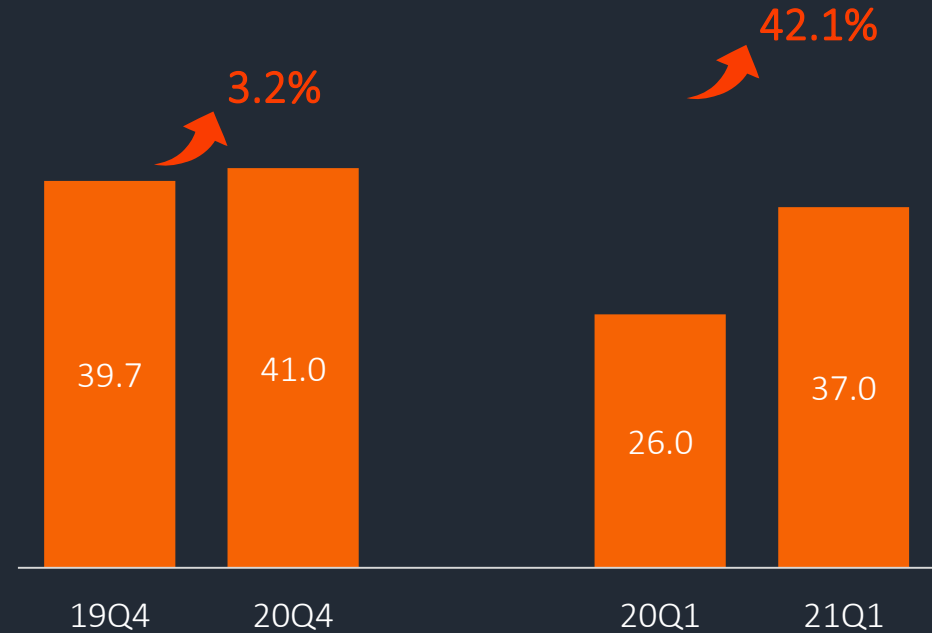
Total Revenue

(RMB million)



Non-GAAP Profit from Operations¹

(RMB million)



Robust Revenue Growth + **Growing Operating Leverage** → **Improved Profitability**

Note: 1 Non-GAAP results are calculated by deducting share-based compensation and amortization of intangible assets resulting due to acquisition from operating expenses.

Continuous Optimization of Expenses Structure



Research and Development Expenses

(RMB million)

As % of revenue

16.6%

13.3%

56.8

69.6

2020 Q1

2021 Q1

Sales and Marketing Expenses

(RMB million)

As % of revenue

54.4%

54.5%

186.3

285.1

2020 Q1

2021 Q1

General and Administrative Expenses

(RMB million)

As % of revenue

18.6%

13.8%

63.8

72.1

2020 Q1

2021 Q1

The background features a low-angle shot of a modern building with a grid-like facade. Overlaid on this are several orange geometric shapes, including triangles and lines, some of which form a stylized house-like shape above the 'Liepin' text.

Liepin

Thanks